



# 2007 ECONOMIC CENSUS

## Office Supply, Stationery, and Gift Stores

**DUE DATE**  
**FEBRUARY 12, 2008**

**Mail** your completed form to:  
**U.S. CENSUS BUREAU**  
1201 East 10th Street  
Jeffersonville, IN 47134-0001

RT-45360

**INFORMATION COPY  
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

**Please read** the accompanying information sheet(s) before answering the questions.

**Need help or have questions about filling out this form?**

**Visit** [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

- OR -

**Write** to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen. • Please center numbers in their respective boxes. Examples:
  - Do not use pencil or felt-tip pen. • Do not put slashes through 0 or 7.
  - Place an "X" inside the box.
- |                                     |   |   |   |   |   |   |   |   |   |   |
|-------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <input checked="" type="checkbox"/> | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|-------------------------------------|---|---|---|---|---|---|---|---|---|---|

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

**1** EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021  Yes - Go to **2**      0022  No - Enter current EIN (9 digits) →      0025 

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**2** PHYSICAL LOCATION

**A.** Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031  Yes - Go to line B

0032  No - Enter physical location →

0035	Number and street										
0036	City, town, village, etc.					0037	State	0038	ZIP Code		

**B.** Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

0041  Yes      0042  No      0043  No legal boundaries      0044  Do not know

**C.** In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046  City, village, or borough      0047  Town or township      0048  Other      0024  Do not know

45360013

**3 OPERATIONAL STATUS**

Which ONE of the following best describes this establishment's operational status at the end of 2007?  
(Mark "X" only ONE box.)

0011  In operation

0013  Temporarily or seasonally inactive

0014  Ceased operation - Give date at right

Month	Day	Year

0015  Sold or leased to another operator - Give date at right  
AND enter name and address of new owner or operator  
and Employer Identification Number (EIN) below

0018

0060 Name of new owner or operator		0061 EIN (9 digits)	
		-	
0062 Mailing address (Number and street, P.O. Box, etc.)			
0063 City, town, village, etc.	0064 State	0065 ZIP Code	
		-	

0016  Other - Specify

0815

**4 MONTHS IN OPERATION**

Mark "X" if None 2007 Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) . . . . . 0002

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

Report

Mark "X" if None

If a value is "0" (or less than \$500.00):

Report

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

**5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Mark "X" if None

Sales of merchandise and other operating receipts (Exclude sales or other taxes collected.) . . . . . 0100

2007			
\$ Bil.	Mil.	Thou.	Dol.

**6 Not Applicable.**

**7 EMPLOYMENT AND PAYROLL**

**Include:**

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in 1.

**Exclude:**

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

Mark "X" if None

A. Number of employees for pay period including March 12 . . . . . 0320

2007 Number

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

1. Annual payroll . . . . . 0300

2. First quarter payroll (January-March, 2007) . . . . . 0310

2007			
\$ Bil.	Mil.	Thou.	Dol.

45360021

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

**8 - 18** Not Applicable.

**19** KIND OF BUSINESS

Which ONE of the following best describes this establishment's principal kind of business in 2007?  
(Mark "X" only ONE box.)

- 0700 453 210 00 1  Office supply store
- 453 210 00 2  Stationery store
- 453 220 00 3  Gift, novelty, souvenir store, including crafts
- 453 220 00 2  Greeting card store
- 453 220 00 6  Party supply store, including seasonal decorations
- 453 998 30 4  Calendar store
- 448 310 00 1  Jewelry store
- 453 998 10 1  Collectors' items and supplies store, including collectibles
- 451 120 20 1  Craft supply store
- 451 120 10 1  Hobby, toy, and game store
- 448 320 00 1  Luggage and leather goods store
- 442 299 00 1  Home furnishings store, including china, glassware, metalware, lamps, lampshades, pictures, frames, mirrors, etc.
- 453 210 00 3  School supplies store
- 451 211 10 1  Book store, general
- 451 211 20 3  Specialty book store
- 448 120 00 1  Women's clothing store
- 772 000 00 1  Other kind of business - *Specify* ↴

0701

**20** CLASS OF CUSTOMER

**A.** As a general business practice, did this establishment sell to household consumers and individual users in 2007?

0251  Yes

0252  No

**B.** Were 75% or more of this establishment's sales to retailers/wholesalers for resale in 2007?

0256  Yes

0257  No

CONTINUE WITH **20** ON PAGE 4

45360039





**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**21 METHOD OF SELLING**

Which ONE of the following best describes this establishment's principal method of selling in 2007?  
(Mark "X" only ONE box.)

- 0751  Electronic commerce (selling goods or facilitating the sale of goods via the Internet or other electronic means)
- 0752  Store or display showroom (selling from a fixed or permanent location with physical displays of priced merchandise and/or from a counter)
- 0753  Warehouse or office (including telephone/fax orders or outside sales representatives)
- 0754  Mail order
- 0755  Home shopping via television
- 0756  Direct selling (selling in a face-to-face manner away from a fixed location, such as house-to-house, party plan, or temporary kiosk sales)
- 0757  Vending machines
- 0758  Other - Specify

0759

**HOW TO REPORT PERCENTS**

If figure is **38.76%** of total sales:

**Report whole percents**

2007				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				3 9

**22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

(Report sales for each product line sold by this establishment, either as a dollar figure or as a whole percent of total sales (reported in 5). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above.)

Description of sales, shipments, receipts, or revenue	Census use	2007						
		Estimates are acceptable. Report dollars OR percents.						
		\$ Bil.	Mil.	Thou.	Dol.	Percent		
0723	0720	0721					0722	
1. Greeting cards	20855							
2. Souvenirs and novelty items, including fruit and gourmet food baskets and pre-filled balloons	20877							
3. Seasonal decorations, including decorative plates, napkins, and cups	20878							
4. Stationery products, including stationery, tablets, pads, calendars, and related products	20851							
5. Office paper, including computer printer, copier, fax, and typewriter cut sheet paper	20852							
6. Office and school supplies	20853							
7. Books (Report audio books on line 16 and comic books on line 8.)	20420							
8. Magazines and newspapers	20856							

CONTINUE WITH 22 ON PAGE 6

45360054

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>9.</b> Kitchenware and home furnishings, including cookware, cooking accessories, dinnerware, glassware, giftware, decorative accessories, clocks, mirrors, pictures, picture frames, closet and bathroom accessories, etc.						
<b>a.</b> Giftware and glassware, including vases ( <i>Report candy and confections on line 22.</i> )	20386					
<b>b.</b> All other kitchenware and home furnishings, including cookware and cooking accessories, dinnerware, decorative accessories, candles, etc.	20387					
<b>c. Sum lines 9a and 9b</b>	20380					
<b>10.</b> Luggage and leather goods ( <i>Report men's and women's small leather apparel accessories on line 27 or 26.</i> )	20859					
<b>11.</b> Typewriters	20882					
<b>12.</b> Computer hardware, software, and supplies, including computer game software ( <i>Report computer-related furniture on line 15. Report calculators and office equipment, such as adding machines, copiers, fax machines, etc., on line 13. Report office supplies on line 6. Report electronic games and electronic game devices on line 20. Report electronic game/DVD combination devices on line 17.</i> )	20370					
<b>13.</b> Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc. ( <i>Report office supplies on line 6.</i> )	20854					
<b>14.</b> Jewelry, including watches, watch attachments, novelty jewelry, etc.	20400					
<b>15.</b> Furniture, sleep equipment	20340					
<b>16.</b> Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio books, sheet music, accessories	20330					
<b>17.</b> Televisions, video players and recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, and accessories ( <i>Report video games on line 20. Report rentals on line 42e. Report parts installed in repair on line 42c.</i> )	20320					
<b>18.</b> Small electric appliances, including mixers, toasters, coffee makers, personal care appliances, etc.	20310					
<b>19.</b> Cigars, cigarettes, tobacco, and smokers' accessories, excluding sales from vending machines operated by others	20150					
<b>20.</b> Toys, hobby goods, and games, including video and electronic games, electronic game devices, and wheel goods, except bicycles ( <i>Report bicycles on line 34. Report computer game software on line 12. Report electronic game/DVD combination devices on line 17.</i> )	20460					
<b>21.</b> Meals, unpackaged snacks, sandwiches, non-alcoholic beverages prepared and served or dispensed for immediate consumption	21100					
<b>22.</b> Groceries and other food items for human consumption off the premises	20100					
<b>23.</b> Soaps, detergents, and household cleaners	20180					

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CONTINUE WITH **23** ON PAGE 7

**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>24.</b> Paper and related products, including paper towels, toilet tissue, wraps, bags, foils, etc. (Report stationery products on line 4 and computer printer paper on line 5.) . . . . .	20190					
<b>25.</b> Photographic equipment and supplies (Report photofinishing on line 42e.) . . . . .	20440					
<b>26.</b> Women's, juniors', and misses' wear, including accessories (Report girls', infants', and toddlers' wear on line 28 and footwear on line 29.) . . . . .	20220					
<b>27.</b> Men's wear, including accessories (Report boys' wear on line 28 and footwear on line 29.) . . . . .	20200					
<b>28.</b> Children's wear, including boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and accessories (Report footwear on line 29.) . . . . .	20240					
<b>29.</b> Footwear, including accessories . . . . .	20260					
<b>30.</b> Curtains, draperies, blinds, slipcovers, bed and table coverings . . . . .	20280					
<b>31.</b> Hardware, tools, and plumbing and electrical supplies . . . . .	20600					
<b>32.</b> Sewing and knitting materials and supplies . . . . .	20270					
<b>33.</b> Drugs, health aids, beauty aids, including cosmetics . . . . .	20160					
<b>34.</b> Sporting goods . . . . .	20500					
<b>35.</b> Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs; fertilizers; etc. . . . .	20620					
<b>36.</b> Collectibles, including items which are old, but less than 100 years old, and limited in supply . . . . .	20862					
<b>37.</b> Art goods, including original pictures and sculptures (Report artists' supplies on line 38 and reproductions on line 9b.) . . . . .	20863					
<b>38.</b> Artists' materials and supplies . . . . .	20869					
<b>39.</b> Artificial/silk flowers, plants, and trees . . . . .	20879					
<b>40.</b> Craft supplies . . . . .	20881					
<b>41.</b> All other merchandise (Report receipts for services on line 42.) Specify principal lines and estimated sales below . . . . .	29810					
<b>a.</b> _____	29811					
<b>b.</b> _____	29812					
<b>c.</b> _____	29813					

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CONTINUE WITH 22 ON PAGE 8

**22** DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
<b>42.</b> All nonmerchandise receipts, including receipts from rentals, storage, and other services provided to customers EXCLUDING SALES AND OTHER TAXES							
<b>a.</b> Printing or engraving to order	29938						
<b>b.</b> Other labor charges	29906						
<b>c.</b> Parts installed in repair	29907						
<b>d.</b> Value of service contracts	29943						
<b>e.</b> All other nonmerchandise receipts, including receipts from customers for rental or lease of equipment, photofinishing, etc.	29979						
<b>f. Sum lines 42a through 42e</b>	29900						
<b>43. TOTAL</b> (Should equal <b>5</b> if reporting in dollars.)	29990						1 0 0

**23** Not Applicable.

**24** SHIPPING AND HANDLING

**A.** Did this establishment have any receipts from customers for shipping and handling of merchandise in 2007?

0981  Yes - Go to line B

0982  No - Go to **25**

2007			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

**B.** Receipts of this establishment from customers for shipping and handling of merchandise . . . . . 0985

**C.** Are receipts for shipping and handling included in sales and receipts (reported in **5**)?

0988  Yes

0989  No

**25** Not Applicable.

**26** SPECIAL INQUIRIES

**A. USED MERCHANDISE**

Did the sale of used or secondhand merchandise, including antiques and collectibles, account for more than 75 percent of the total sales and receipts reported in **5**?

2101  Yes

2102  No

CONTINUE WITH **26** ON PAGE 9

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**If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.**

**26** SPECIAL INQUIRIES - Continued

**B. FRANCHISE**

Was this establishment operating under a trademark authorized by a franchisor in 2007?  
(Mark "X" only ONE box.)

0237  Yes - franchisee owned establishment

0238  Yes - franchisor owned establishment

0239  No

**27-29** Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

**30** CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes  No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report	Title

Telephone	Area code	Number		Extension	Fax	Area code	Number	
			-					-

Internet e-mail address	Date completed	Month	Day	Year

**Thank you for completing your 2007 ECONOMIC CENSUS form.**  
**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

45360096

